

A smart way to boost customer service, increase sales and save money

Comarch Next Generation Service Management

■ Problem

A problem which many telecommunication operators currently face is the constantly growing gap between the capabilities of legacy OSS systems and customer demand for highly customized convergent solutions. The issue is that legacy systems were designed according to the vertical silos concept which was tuned for monolithic services bound to technology. Currently this approach doesn't suit the new type of services which are more content-centric rather than technology-centric. The essence of this problem is depicted below. The vertical, silos based architecture presented on the left of the diagram, is the origin of two main issues:

Reduction of change management process time

- High costs related to the necessity of maintaining many OSS legacy systems bound to the technology
- Complex integration requiring breaking through vertical walls in order to support convergent services

The latter means not only high integration costs but also a very low innovation rate and long time-to-market for new products and services.

■ Solution

The answer to the problems described is an adoption of a new class of system – Next Generation Service Management (NGSM). NGSM is designed according to a horizontal architecture with the service and common management layer playing a significant role. This concept is depicted below on the right part of the diagram. The premise

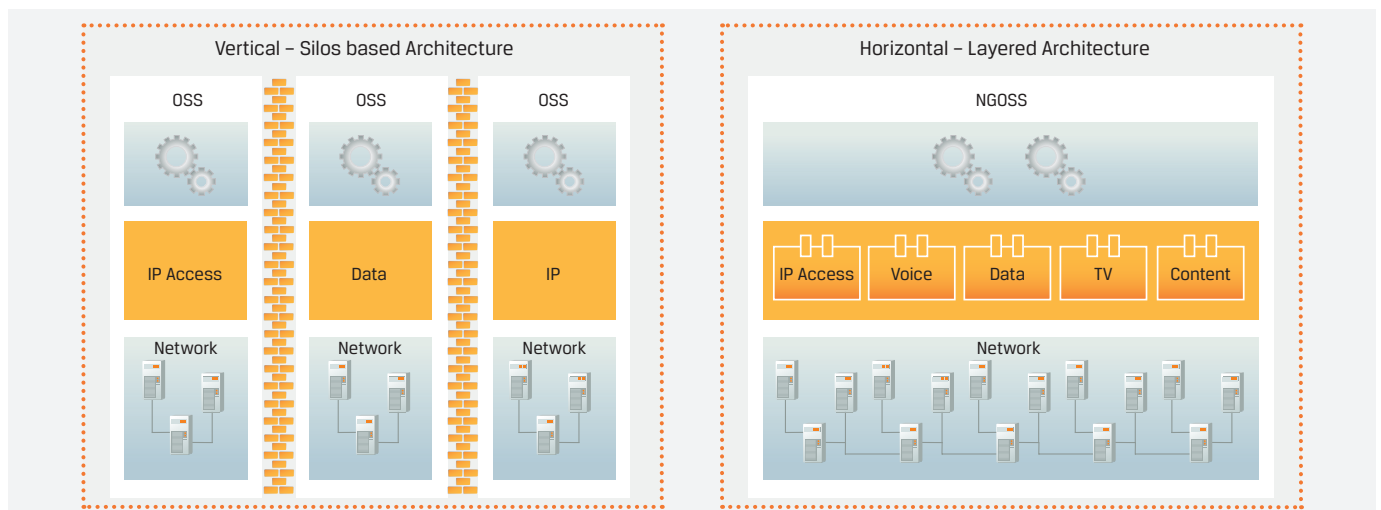
for the service layer is that coarse-grained customer services are constructed using fine-grained service components which can be easily plugged into the service layer. Once customer services are defined via configuration in the service layer, service management is implemented via the common management layer which provides orchestration in the service fulfillment and assurance field. This is a realization of the SOA paradigm.

The main benefits of NGSM are:

- Reduced maintenance costs as one NGSM has the potential of replacing many vertical OSS systems
- Reduced costs of integration – there are no vertical walls and integration is possible through configuration
- Shorter time-to-market for new services. New service introduction is reduced to service design and service assembly
- Higher degree of automation

■ Comarch Service & Resource Inventory

Comarch Service & Resource Inventory acts as an integration hub implementing the TMForum SID concept of Customer Facing Services (CFS), Recourse Facing Services (RFS) and Resources(R) as a basic method for modeling services. Service components provided by third parties can be plugged into the service layer by incorporating the appropriate CFS-RFS-R templates. The CFS-RFS-R templates act as recipes for the universal processes of service delivery and service assurance.

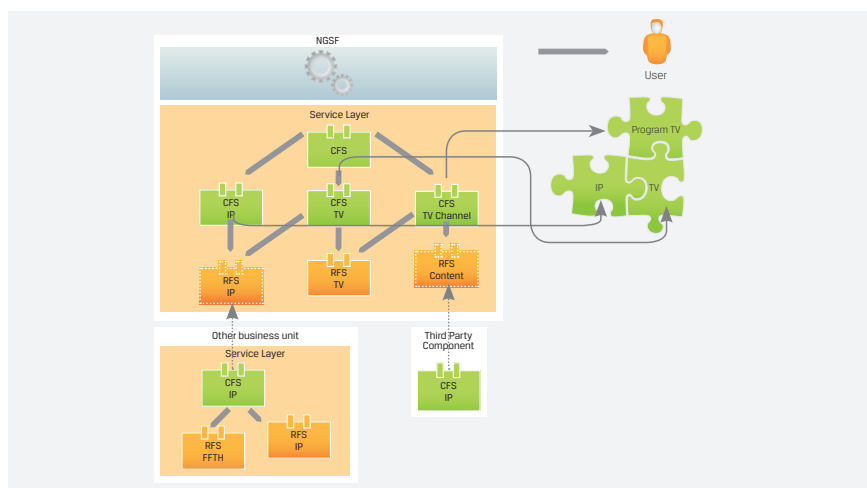


Comarch Next Generation Service Fulfillment

The Comarch Next Generation Service Fulfillment implements the SOA concept. Customer services are not rigid monolithic entities but are constructed from fine-grained service components. Services are delivered by the service assembly process which takes a CFS-RFS-R template as a recipe for the composition of a service. The NGSF is a perfect fit for service offerings based on the value chain paradigm. Third party services, once plugged into the service layer, are ready for a Product Manager to construct new services.

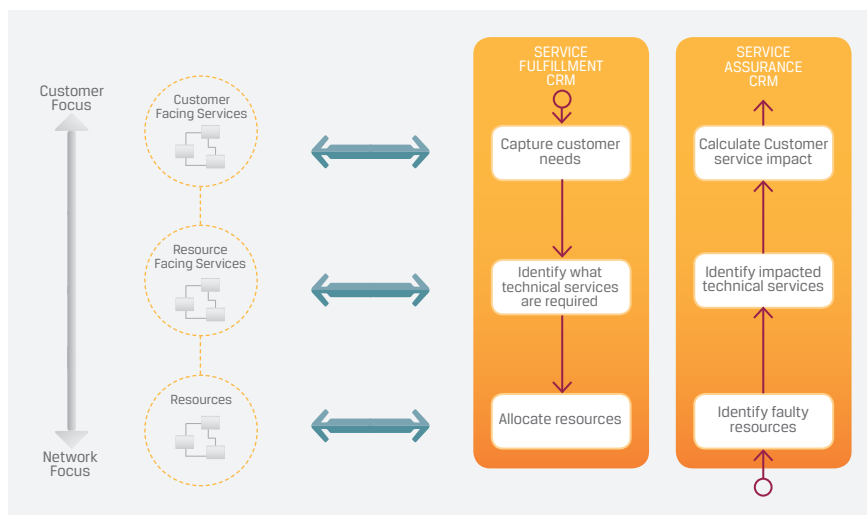
Comarch Next Generation Service Assurance

Comarch Next Generation Service Assurance is all about shifting from resource assurance to customer services assurance and is thus a tool for managing customer satisfaction. The key promise of NGSA is its ability to translate resource related faults into customer service impact. All this "magic" is based on the CFS-RFS-R model. This means that service assurance for new services is implemented purely through configuration, with no coding.



Conclusion

Comarch's offering in the field of Next Generation Service Management comprises the following products: Service & Resource Inventory, NG Service Fulfillment and NG Service Assurance.



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About Comarch:

Since 1993, Comarch has been specializing in designing, implementing and integrating solutions and services for telecommunications operators. Experience gained throughout this period, in addition to its knowledge of the latest industry trends led to the development of a wide customer portfolio that spreads across 4 continents and includes the biggest market players: T-Mobile, Telefónica O2, as well as MVNO operators such as Auchan Telecom, France. Comarch customers' satisfaction has always been the strongest confirmation of the quality of its solutions in the areas of billing and inter-partner settlements, as well as management of telecommunications networks and services. The Comarch offering for telecom operators is primarily addressed to Fixed, Cable and Broadband Operators, Mobile Operators, Wholesale Departments, MVNO/MVNE Operators, ISPs and VoIP Operators and Content Providers and IPTV Operators.

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